

CLAIMS

1. A method of conducting consumer product research, comprising the following steps:

- 5 (a) configuring a mock environment so as to test a product in a desired context;
- (b) placing at least one consumer within said mock environment for testing said product; and
- (c) collecting information during testing of said product.

2. The method of claim 1, said mock environment further comprising a plurality of areas within a simulated house.

3. The method of claim 2, wherein at least one consumer is placed within an area conforming to the desired context for testing said product.

4. The method of claim 1, further comprising the step of collecting information upon completion of testing said product.

5. The method of claim 1, further comprising the step of broadcasting said information during testing of said product.

6. The method of claim 1, further comprising the step of analyzing said information.

7. The method of claim 1, wherein said information is feedback from said consumer.

8. The method of claim 1, wherein said information is quantitative data measured from interaction between said consumer and said product.

9. The method of claim 1, further comprising the step of screening a pool of candidates to become a consumer panel for testing a desired product.

10. The method of claim 9, wherein said mock environment is configured to match the demographics of said consumer panel.

005553-010501

Page 1

- 5

30. The facility of claim 20, wherein said mock environment is constructed with infrastructure that is configurable for testing of a given product.

THE **NEW** **YORK** **PUBLIC** **LIBRARY**